

Rep Order# 9820651 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/17/2012 3:08 PM
Last Received: 09/17/2012 2:55 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1798
Buyer Meredith Kaufman
Phone#
Fax#

57012
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/18-09/24	1 P4	1	1	\$110.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/18-09/24	1 P4	1	1	\$110.00	
	3	TU-F,M	6A-7A	GOOD MORNING CINCINNATI	:30	\$450.00	09/18-09/24	1 P2	1	1	\$450.00	
	4	TU-F,M	7A-9A	THE EARLY SHOW	:30	\$225.00	09/18-09/24	2 P2	1	2	\$450.00	
	5	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/18-09/24	1 P4	1	1	\$100.00	
	6	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$450.00	09/18-09/24	1 P2	1	1	\$450.00	
	7	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$500.00	09/18-09/24	1 P2	1	1	\$500.00	
	8	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/18-09/24	1 P2	1	1	\$350.00	
	9	TU-F,M	5P-527P	12 NEWS AT 5P	:30	\$350.00	09/18-09/24	1 P3	1	1	\$350.00	
	10	TU-F,M	530P-6P	NEWS	:30	\$400.00	09/18-09/24	1 P3	1	1	\$400.00	
	11	TU-F,M	6P-630P	NEWS	:30	\$900.00	09/18-09/24	1 P2	1	1	\$900.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	12	TU-F,M	7P-730P	INSIDE EDITION	:30	\$850.00	09/18-09/24	1 P2	1	1	\$850.00	
	13	TU-F,M	727P-8P	ENT. TONITE	:30	\$850.00	09/18-09/24	2 P2	1	2	\$1,700.00	
	14	TU-M	11P-1135P	12 NEWS AT 11P	:30	\$800.00	09/18-09/24	1 P3	1	1	\$800.00	
	15	M	8P-9P	HIMYM/PARTNERS	:30	\$2,500.00	09/24-09/24	1 P3	1	1	\$2,500.00	
	16	M	10P-11P	HAWAII 5-0	:30	\$1,800.00	09/24-09/24	1 P3	1	1	\$1,800.00	
	17	W	8P-930P	SURVIVOR PREMEIRE	:30	\$3,000.00	09/19-09/19	1 P3	1	1	\$3,000.00	
	18	W	930P-11P	BIG BROTHER FINALE	:30	\$2,500.00	09/19-09/19	1 P3	1	1	\$2,500.00	
	19	SA	330P-7P	SEC FOOTBALL	:30	\$350.00	09/22-09/22	1 P4	1	1	\$350.00	
	20	SU	1P-4P	BENGALS V WASHINGTON REDSKINS	:30	\$9,000.00	09/23-09/23	1 P3	1	1	\$9,000.00	

---REPORT TOTALS---

Report Totals: 22 / \$26,670.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$26,670.00

Sales Totals: 22 / \$26,670.00

Station Totals: 22 / \$26,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,184	CABL	0%	EKRC	0%	UNKN	62%	WBQC	0%	WCPO	0%
		WKRC	38%	WLWT	0%	WSTR	0%	WXIX	0%		

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Order / Rev: 57012 Advertiser: Obama/D/President
Alt Order #: 09820651 Product Desc: OBAMA ADD TO SKED A Local 12 WKRC-TV
Flight Dates: 09/18/12 - 09/24/12 Estimate: 1798

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/18/12	09/24/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
GOOD MORNING CINCINNATI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$450.00	0.00								
E 4	WKRC	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	2	\$225.00	0.00								
E 5	WKRC	09/18/12	09/24/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	AMMTWTF--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$100.00	0.00								
E 6	WKRC	09/18/12	09/24/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	PMTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$450.00	0.00								
E 7	WKRC	09/18/12	09/24/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	PMTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
12 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$500.00	0.00								
E 8	WKRC	09/18/12	09/24/12	Let's Make a Deal Let's Make a Deal	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$350.00	0.00								
E 9	WKRC	09/18/12	09/24/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:27 PM (5:00 PM-5:27 PM)	MTWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
12 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$350.00	0.00								
E 10	WKRC	09/18/12	09/24/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$400.00	0.00								
E 11	WKRC	09/18/12	09/24/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$900.00	0.00								
E 12	WKRC	09/18/12	09/24/12	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	1	\$850.00	0.00								
E 13	WKRC	09/18/12	09/24/12	M-F 730p-8p M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTF--	2	\$850.00	0.00								
E 14	WKRC	09/18/12	09/24/12	11p M-Su Local 12 News 11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	PMTWTFSS	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/18/12		09/24/12	09/24/12	MTWTFSS	1	\$800.00	0.00								
E 15	WKRC	09/24/12	09/24/12	8:00 PM-9:00 PM M-----	CM	8:00 PM-9:00 PM	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00

